



10805873 - GAU: 4176

INFORMATION CITED BY APPLICANTS THAT MAY BE MATERIAL TO THE  
PROSECUTION OF THE SUBJECT APPLICATION

Applicants: C.D. Payne et al. Attorney Docket No. MSFT122249  
Application No.: 10/805,873 Group Art Unit: 2171  
Filed: March 22, 2004  
Title: SYSTEM AND METHOD FOR OPTIMIZING SEARCH RESULT LISTINGS

U.S. PATENT DOCUMENTS

*Examiner Initials	Cite No.	Document No.	Kind Code	Date (mm/dd/yyyy)	Name
	U1	6,223,215	B1	04/24/2001	Hunt et al.
	U2	2002/0123988	A1	09/05/2002	Dean et al.
	U3	2002/0133481	A1	09/19/2002	Smith et al.
	U4	6,526,440	B1	02/25/2003	Bharat
	U5	6,529,903	B2	03/04/2003	Smith et al.
	U6	6,615,209	B1	09/02/2003	Gomes et al.
	U7	6,658,423	B1	12/02/2003	Pugh et al.
	U8	6,678,681	B1	01/13/2004	Brin

FOREIGN PATENT DOCUMENTS

*Examiner Initial	Cite No.	Document No.	Kind Code	Publication Date (mm/dd/yyyy)	Country	English Abstract Provided	Translation Provided
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NONE

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /D.P./

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OTHER INFORMATION(Including Author, Title, Date, Pertinent Pages, Etc.)

*Examiner Initial	Cite No.
_____	O1 Tedeschi, B., "Measuring Online Ad Effectiveness," <i>nytimes.com</i> , November 3, 2003, < <a href="http://www.nytimes.com/2003/11/03/technology/03E3com.HTML?PAGEWANTED=PRINT&amp;POSITION=&gt;">http://www.nytimes.com/2003/11/03/technology/03E3com.HTML?PAGEWANTED=PRINT&amp;POSITION=&gt;</a> [Retrieved November 3, 2003].
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Examiner

Date Considered

/Darnell Pouncil/

05/29/2008

\*Examiner: Initial if reference considered, whether or not citation is in conformance with M.P.E.P. § 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicants.

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